



BREAKFAST GROUP GUIDE



PARTNER POINTERS

Tips to start your group:

1. Get your first post up in your group and have it featured/pinned so people who join can see it. Introduce yourself and set a positive, fun tone. Remember, a group can be you and 1-2 other people in a private Facebook group or chat thread – it doesn't have to be large or complicated to be effective.
2. Decide if you'll do a kickoff and how often you'll check in with your group. Checking in daily for even a few minutes can help keep people showing up to reach their goals.
3. If you are running a group that combines a fitness program with the Shakeology Breakfast Challenge, download your fitness program's guide and incorporate posts from both guides into your group. You can access all [Group Guides](#) here.
4. Let participants know that, in addition to the PDF Shakeology Tracker, they can also track their Shakeology (and workouts) in the BODi app to keep a digital log and earn badges!

POST IDEA: Introduction

Welcome!

Who's ready to get results just by simply owning your morning? I know I am! So in this group, we're going to make one simple and consistent choice every morning for a month – and that's eat a healthy breakfast that incorporates Shakeology. Whether replacing sugar and high-calorie breakfasts, finding a better breakfast on the run, or just not skipping it entirely (like 65% of Americans do), having Shakeology consistently for 4 weeks can help you get a load of health benefits and take the stress out of breakfast prep. No complicated recipes required, just Shakeology + some simple add-ins that make it a nutritious, convenient, and delicious meal.

And for those of us who plan to work out, I suggest selecting one of BODi's structured programs that aligns to your fitness level and goals -- 3-5 days a week for just 20-30 minutes is enough to kick the day off right and get amazing benefits.

Please share with the group what your goals are and where you are from.

POST IDEA: Prep Time!

Today we have the three simple steps for you to get started.

1. [Check out our recipe lists!](#) Choose from our list of breakfast recipes for the two most popular Shakeology flavors.
 - [Chocolate Breakfast Recipes](#)
 - [Vanilla Breakfast Recipes](#)
 - [Strawberry Breakfast Recipes](#)
 - [Café Latte Breakfast Recipes](#)
 - [Cookies & Creamy Breakfast Recipes](#)
 - [Snickerdoodle Breakfast Recipes](#)
2. [Get your Wellness Tracker ready to go.](#) You tune in to your results so much more when you track daily. So download your copy and save it somewhere handy or print it out.
3. [Make sure you have enough Shakeology on hand!](#) Reach out to me if you need any help ordering!

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- It is best to have a few days before your group's start date for prep and to make sure everyone has what they need. Prep week can be 5 days, 7 days, or just 1 day – whatever works for you.
- Make sure new clients have ordered Shakeology in a Total Solution Pack or standalone in the flavor of their choice and help them select a workout program if they want to include fitness.
- Engagement Tips:
 - Share your favorite recipes and your breakfast each day that includes Shakeology to give ideas and encourage others to share theirs.
 - Share why starting your day with a healthy routine is important to you.
 - If you've been drinking Shakeology for a while – and as you go through the month - talk about why you love it and how it's helping you in your health journey.
 - Remind the group of all the nutrition benefits of Shakeology.
 - Better energy, regularity, gut health and overall health.
 - Review or share link to the [Shakeology Overview](#) for more benefits and information
 - Visit [@Shakeology handle on Instagram](#) for content and ideas to share in your groups.
 - Use the [Blog](#) and search for Shakeology articles and other health content to share in your groups.
- Activation & Check-In Ideas:
 - Kickoff Call
 - Weekly calls
 - Recipe Zoom Class
 - Fun Contests (ie. Make Your Own breakfast recipe; prize for best recipe)

POST IDEA: 1 Day to Go!

Hopefully you've reviewed our recipe lists and know what you want to try for week 1. If you haven't, See the links to the lists again below. Now's the perfect time to make sure you have the ingredients you will need like bananas, berries, veggies, almond milk, nut butters, oats, extracts or other add-ins.

It always helps to have a plan, so it's recommended that you select your first week of breakfast recipes so you can shop in advance and make it even more convenient each day.

- Make ahead a bigger-batch recipe that you can quickly grab-and-go throughout the week.
- Stick to quick and easy recipes to make and enjoy in under 5 minutes.
- Repeating is your friend! Try to find recipes that you can enjoy multiple times a week to keep it simple.

- Make sure you have links saved for the recipes you'd like to make so you are ready to go, and save or print the Wellness Tracker!

[Chocolate Breakfast Recipes](#)

[Vanilla Breakfast Recipes](#)

[Strawberry Breakfast Recipes](#)

[Café Latte Breakfast Recipes](#)

[Cookies & Creamy Breakfast Recipes](#)

[Snickerdoodle Breakfast Recipes](#)

PARTNER POINTERS

- Ask about your group's healthy eating goals and what is easy and most difficult for them when it comes to making healthy food choices.
- Ask if they are following any of the BODi eating plans. Remind them each recipe shows the breakdown for each plan, and encourage them to track according to their plan.
- Reminder to encourage everyone to look at serving size on recipes, and steer them toward recipes that have a full scoop of Shakeology in every serving for best results.

Weekly Focus:

Below are suggested themes and post ideas for each week of the challenge for inspiration.

Week 1 – SIMPLE + NUTRITIOUS NEW BEGINNINGS!

- Emphasize the importance of showing up and sharing their daily breakfast shakes or meals in the group.
- Make sure the clients are using their tracker and/or tracking their Shakeology in the BODi app! Encourage sharing their trackers with you and in the group every week.
- Reinforce the benefits of starting the day off with Shakeology! Check out [this blog post](#) to read up on why breakfast matters and how Shakeology fits.
- Remind participants to look for 5-minute recipes if they're short on time. Add link to recipes as reminder (see below).

[Chocolate Breakfast Recipes](#)

[Vanilla Breakfast Recipes](#)

[Strawberry Breakfast Recipes](#)

[Café Latte Breakfast Recipes](#)

[Cookies & Creamy Breakfast Recipes](#)

[Snickerdoodle Breakfast Recipes](#)

- End-of-Week Reminder: encourage participants to share their favorite recipes from the week, plan their breakfasts for week 2, and share how they're feeling by making these simple changes!

Week 2 – KEEP THE MOMENTUM!

- Congratulate everyone on showing up for themselves and making it to week 2!
- You should share – and encourage participants to share:
 - What they're noticing and feeling
 - Their favorite recipe(s)
 - Any ah-ha moments
- Encourage participants to try new recipes – either from the recipe list or from those you have tried and love.
- Reflect on other healthier habits you're incorporating and encourage your participants to do the same.
- End-of-Week Reminder: encourage participants to share their favorite recipes from the week, plan their breakfasts for week 3, and share how they're feeling by making these simple changes!

Week 3 – HALFWAY MARK!

- Congratulate everyone on showing up for themselves and making it to week 3!
 - Be sure to share your personal experience with the group and what changes you are experiencing.
 - Check in to see what morning routine is working best for everyone. Have they seen any other habits change because they committed to this group?
 - What are people's favorite recipes?
 - Encourage everyone to try a new workout this week.
 - You can ask participants if they have any friends or family who may want to participate in your next group – happy, healthy customers are your best referrals!
 - Ask people if they need help with their next order of Shakeology – perhaps switching flavors in My Account if they're on subscription or ordering a new bag if they're not.
- End-of-Week Reminder: encourage participants to share their favorite recipes from the week, plan their breakfasts for week 4, and share how they're feeling by making these simple changes.

Week 4 - GET CREATIVE IN THE KITCHEN

- Congratulate everyone on showing up for themselves and making it to week 4. Their commitment is noteworthy and hopefully they're feeling great!
- Have fun this final week and experiment with your breakfast. Try a new recipe or a new add-in!
- Encourage participants to share a completed tracker in the group when they're done, and any badges they've earned if tracking in the BODi app!
- Close out the challenge STRONG and encourage participants to share how they feel and what they hope to accomplish next. Are they joining you in your next group to keep their momentum and results going?

Post Challenge - KEEP IT GOING!

- Congratulate everyone for completing the Shakeology Breakfast Challenge!
- Encourage participants to take after photos and share any results.
- Now that you've completed the challenge, keep incorporating Shakeology breakfasts into your morning routine to keep feeling amazing! Encourage them to join your next group, and invite friends and family to come along, too.
- Don't forget to order more Shakeology if they haven't already!

CREATE A POSTING PLAN:

Engagement in your group is key to keeping the challenge fun, motivating and to creating a sense of community. Creating a posting plan for yourself is a great way to streamline your posts and make your daily check-ins easier. They don't have to be professional or complicated – the best posts are those that are personal and authentic to you, with simple messaging and imagery.

For some Partners, it helps to outline a daily theme that is consistent throughout the 4 weeks; choose a theme for each day and create posts under that day's theme.

Example is below, but you can craft it however you'd like. Once you set a theme for each day, you now have a basic posting plan to take you through the entire challenge.

DAY OF WEEK	THEME:
MONDAYS	<i>Nutrition Tip Mondays</i>
TUESDAY	
WEDNESDAY	
THURSDAYS	
FRIDAYS	
SATURDAYS	
SUNDAYS	